MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

PCS 0013 – CREATIVE STUDIES

(All Sections / Groups)

29 February 2016
9.00 AM – 11.00 AM
(2 Hours)

INSTRUCTION TO STUDENT

1. This Question paper consists of 3 pages including cover page with 4 Questions only.

2. Answer all **FOUR** questions. All questions carry equal marks.

3. Please write all your answers in the answer Booklet provided.

*Answer **all FOUR (4)** questions.*
Answer all sections within the question and print your answer clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question 1

"On one occasion a debate has taken place regarding to this matter between Mihaly Csikszentmihalyi and another psychologist, Professor Robert Epstein the author of the book Creativity Games for Trainers. One arguing that creativity can and should be taught, whereas the other insisting that cultures can tolerate only a handful of creative people in each generation. (Williams & Stockmyer, 1999)"

i) **Assuming the statement above is accurate, give a detailed explanation on the importance of learning creativity in education.** (5 pts)

ii) **Intelligence certainly plays a part in creative thinking, but also opposed to each other in a certain way. Explain the importance of intelligence and thinking in the context of creativity.** (5 pts)

Question 2

"Another strategy for generating flexible thinking is the use of analogy. By comparing one thing to another, analogy can help us see things from a new perspective. Each of these comparisons will bring new ideas –an insight that might not otherwise have been obvious"

i) **Describe in detail; how analogies are used for their suggestive qualities, to see what ideas they can break loose, especially for helping to examine problem and finding solutions to a problem?** (6 pts)

ii) **Provide several examples to support your answer.** (4 pts)

Question 3

I. **Explain in detail the difference between Logical Mind mapping and Associated Mind mapping** (5 pts)

II. **Explain and note down the procedure of the Associated Mind mapping Technique and Create one diagram of Associated Mind mapping to illustrate your points** (5 pts)

Continued .....

Question 4

Based on the situation below produce two (2) solutions using Random Word/image association technique.

Situation/ problem	*Random Words or Image*
Create a Drawing or an Image of **"Anti Terrorism Symbol"**	**Sweets**

Write down the rationale and draw it out to show your ideas or solutions

Solution1

Drawing 1

Rationale 1.....

(5 pts)

Solution 2

Drawing 2

Rationale 2.....

(5 pts)

End of paper